1:Haskins K-4,5 (1952-1954) 1956 SO11 Bahia Brazilians SO11

CHAPTER X

MARKETING, TRANSPORTATION, AND PROCESSING
OF AGRICULTURAL PRODUCTS

44

Introduction. The institutions of marketing, processing, and transportation in the Recôncavo are of two basic types, local and regional. Those which serve the local economies, that is, the municípios, are traditional. These are the municipal market and the casa de farinha (manioc mill). The institutions which serve the regional economy--sugar and tobacco processing plants and marketing systems--have their traditional element but have been extensively modified in the last half century. Much the same division is reflected in the transportation systems of the Recôncavo, for although the chief media within the local economies are essentially traditional and primitive, the transportation net of the region as a whole has a number of modern features. The discussion which follows will deal with the various institutions which have developed in the Recôncavo to accommodate the marketing, transportation, and processing of the more important agricultural products.

Marketing of Agricultural Products. Municipal markets play an important role in the exchange of the agricultural products in the Recôncavo as in most of Brazil. Large quantities of agricultural goods are sold within the local area in which they are produced, and much of this exchange takes place within the municipal market. The feira is the regular open market which usually is held once a week in the smaller centers but somewhat more frequently in the larger cities. It is usually housed in a public building, the municipal mercado. The other type of municipal market is the matadôuro municipál (slaughter

1:Haskins K-4,5 (1952-1954)1956 SO11 Bahia Brazilians SO11

277 the more expensive varieties are hand made. The fillers and inner wrappers of the cigars are made from local tobaccos. Local leaf also
[439] is used to a very limited extent for the outer wrappers, but almost all of the high quality cigars are made from wrapper leaf imported
[471] from Havana, Sumatra, or the Connecticut Valley. The ownership of all the cigar factories is concentrated in three companies, all of which
[439] have their headquarters in Salvador. The cigars produced in the Recôncavo are sold throughout Brazil.

182 Conclusion. Many of the features of the systems of marketing,
43 transportation, and processing which are characteristic of the Recôncavo
44 are effective in unifying the region. In particular, the centralized
184 marketing and economic control of the production and processing of tobacco and sugar draw both the tobacco and manioc region and the sugar cane region closer to Salvador. At the same time, the differences in marketing techniques and the separate channels of control which are associated with these two products accentuate the sub-regional pattern
182 of the two crop regions. The system of general marketing exemplified
438 by the municipal markets might at first glance seem to be a focus
443 for local rather than regional interests. However, as has been seen,
184 there are itinerant merchants who pass from market to market throughout the Recôncavo. Moreover, the major public markets, such as Feira de Santana and Salvador, draw large numbers of people from most of the rural sections. Even the local marketing institutions contribute to the identification of the people of this area with the region.